

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.

NEW YORK, JANUARY 15, 1889.

NO. 13.

ENTERED AT THE NEW YORK POST-OFFICE AS
SECOND-CLASS MAIL-MATTER.

THE QUESTION OF RATE- CARDS FOR SMALL NEWSPAPERS.

Leaving the great dailies of the large cities out of the question for the time being, and having in mind the small newspapers only, we begin by remarking that newspaper advertising is of two kinds, "local" and "foreign." Local advertising is that of the home merchant or professional man, who must use the local press, if he advertises at all. If there be two or more local newspapers and the competition between or among them be close or severe, it may take the form of a struggle for business by means of concessions to advertisers, or concessions may be withheld, and steadiness or growth of circulation looked to as the means of keeping or increasing, for each of the rivals, a share of the local advertising. In either case, and in the absence of exceptional reasons or circumstances, the local advertising patronage is carried at a profit, whether its volume be large or small. Rate-cards for this domestic business of a small newspaper would have their advantages, but if the rates for the several kinds and classes of local advertising were put high enough to always satisfy the publisher, and inflexibly enforced, much advertising would be lost that could be handled at a profit below card rates. In practice, the publisher of the country newspaper has found it best for his interest to have his true rate-card for local business in his own mind, and to make the best terms he can, within the limit of some profit, for each transaction. To doubt that he will continue to do so, despite the rules and resolves of editorial associations and conventions, is to question the constitution of human nature. The practice has the

merit of flexibility, making it adaptable to all the varying circumstances of individual cases, and it differs from the proposed law of uniformity as custom-made garments differ from the bathing suits for tall and short, and stout and thin men at the seaside resorts.

Whatever the degree of success with his local advertising, the country publisher, for almost each issue of his journal, has disengaged space which he must either fill, at some price, with advertising of a non-local or "foreign" character, or with additional reading matter, set up at an additional expense to himself. The aggregate supply of this space always exceeds the aggregate demand for it, whereby it follows that the publishers of newspapers are placed at a disadvantage, just as the trunk-line railroads are placed at a disadvantage in having more freight and passenger accommodation than there are freights and passengers to be accommodated. In both instances the same result ensues. Non-local patronage is accommodated at rates below the local patronage; which rates are unsatisfactory to the managers because, while better than nothing, there is a want of profit, or the opposite of profit, on each transaction. The railroads have sought, and are all the time seeking, to ameliorate this condition by combinations and agreements, which work badly, and often fail to work at all, for the reason that the law of nature is stronger than human law and will have its way, despite the feeble bonds with which men seek to control it. The country publishers are showing a disposition to try methods analogous to those used by the railroad managers. They are proposing combinations and agreements to fix and maintain rates for competitive advertising, as the railroaders have proposed to fix and maintain rates for competitive traffic. It would be sanguine to anticipate for them an equal measure of success with their proto-

types; it would be absurd to expect a greater measure, seeing that the magnitude of railroad interests have attracted to their service the ablest body of business men that the world has probably seen. Too much railroad accommodation is the explanation of the one problem, and too much newspaper accommodation the explanation of the other. The first named has proved insoluble, and grounds of expectancy for the solution of the other are not readily to be perceived. In the case of the railroads, some good has unquestionably resulted from the repeated consultations and combinations, but the evil has simply been minimized and not removed, nor sensibly abated. In the case of the newspapers, some good ought to come from conventions and resolutions, but the ill lies deeper than such remedies can reach. Rate-cards may be as relatively serviceable to the newspapers as to the railroads, but no more in the former than in the latter case will customers respect, or proprietors enforce them, because there is an exterior power superior to railroad presidents or country publishers.

Some publishers have sought to mask the solid body of fact confronting them by casting before it a huge shadow of simple fancy. They pretend the existence of a multitude of "foreign" advertisers, ceaselessly willing to fill the advertising spaces of their newspapers at card rates, but waylaid by touters called General Advertising Agents, who offer to get the intended business done for a fraction of the expected cost and to divide the unconscionable saving with the thitherto fair-minded customer. It is useless to argue against such representations, and enough to say that they picture a state of things that never had an existence. A general advertising agent is a person who spends his skill, strength, time and money in going about the highways and byways of business, laying a detaining hand upon the traveler therein, and saying to him: "Dear Sir, I know of a man that has something to sell which you ought to have, and his necessities are so urgent that he will make it a great object to you to buy at once, and will pay me fairly for saving him, by means of you, from an actual loss. Let me be your bargainer with him, and I promise you such good service that henceforth you will greet me with pleasure rather than distrust, even if you do not seek me out." Such

a person is a creator of advertising, not an interceptor of it; he makes business for the publisher that the latter desires to have but could not otherwise obtain, and the essence of the transaction is that the advertiser shall be induced by the prospect of a bargain to enter the deal. And even in a case where the ultimate customer feels of himself the wish to advertise, the knowledge that there is a great surplus of the thing he wants will lead him to take steps to ascertain where he can traffic to the best advantage, and he goes to the advertising agent and authorizes the latter to find out for him the best terms that can be obtained. This is a fundamental operation in commerce, and the agent is a useful and praiseworthy instrument for the performing of the operation. He is, to use a Bismarckian phrase, "an honest broker," bringing two principals together to their mutual advantage.

ADVERTISING MODELS.

The following genuine "ads." are extracted from an amusing little volume entitled "English as She is Wrote," forming No. 3 of Appleton's "Parchment Paper Series":

TWO YOUNG WOMEN want washing.

WILL THE GENTLEMAN who left his stomach for analysis please call and get it, together with the result?

WANTED, a young man to take charge of horses of a religious turn of mind.

FOR RENT, a fine, airy, well-furnished bedroom for a gentleman twelve feet square.

WANTED, a woman to wash, iron and milk one or two cows.

TICKETS, 25 cents; children, half price, to be had at the captain's office.

To these native specimens we add an example clipped for us from an English provincial newspaper:

JUST RECEIVED, a fine lot of live Ostend rabbits. Persons purchasing the same will be skinned and cleaned while they wait.

JULIAN HAWTHORNE has accepted an offer of \$3,000 to write a novel to be used for bare advertising purposes by an enterprising business syndicate. —*New York Graphic.*

THE BEST KNOWN ADVERTISEMENT.

For a quarter of a million of dollars a year an advertisement as conspicuous as the familiar one of the "Royal Baking Powder" can be inserted in a choice position, head of column, and next to reading matter, on yearly contract, to appear in every issue of a very large proportion of the newspapers published in America, but not, by any means, in all.—*Extract from a Circular issued by Geo. P. Rowell & Co.*



This powder never varies. A marvel of purity, strength and wholesomeness. More economical than the ordinary kinds, and cannot be sold in competition with the multitude of low test, short weight alum or phosphate powders. Sold only in cans. ROYAL BAKING POWDER CO., 106 Wall Street, N. Y.

It is probable that the announcement here re-produced is the best known advertisement to-day to readers of American newspapers.

Without doubt publishers of newspapers have received not less than a million dollars for the insertion of this identical advertisement. It stands without change always top of column or next to reading matter, and has the best place in the paper.

The advertisers do not hesitate to pay a liberal price; sometimes two or three times the regular rate charged for the same space without position or display, and amounting, in some instances, to several thousand dollars to a single paper. It is one of the

most conspicuous illustrations of the fact that judicious advertising pays.

The proprietors of the Royal Baking Powder, it is reported, have divided profits to the amount of many millions of dollars within the past few years. It is well known that the sales of their preparation made by single houses in the grocery trade amount to between fifty and one hundred thousand dollars a year.

The goods are now as staple as sugar, and have to be handled by dealers almost without profit.

Such is the marvelous power of advertising a good article. Such the advantage of doing advertising well, in contrast to doing it cheaply.

THE RETORT COURTEOUS.

MORE ABOUT THE CIRCULATION OF THE INDIANAPOLIS NEWSPAPERS.

OFFICE OF THE INDIANAPOLIS NEWS,
JOHN H. HOLLIDAY & CO., PROPRIETORS,
INDIANAPOLIS, IND., Dec. 18, 1888.

Geo. P. Rowell & Co.:

Gentlemen—A surprising accusation of falsehood is made by the Indianapolis Sentinel Company in December 15 issue of PRINTERS' INK against our circulation estimate furnished you in February last—not, as we understand, questioning our *own* circulation, but only denying our claim of "three times the circulation of any other Indiana daily." The *Sentinel*, perhaps, fails to note the date of this claim, which at that time might safely have said five times that of the *Sentinel*. What has been the result of its reduction of price from 5c. to 2c. it may be allowed to say now, without affecting the truth of our estimate in February. The *News* has all along printed sworn averages—the last for twelve months to December 1, 1888, showed an average of 22,319 for each day. If the *Sentinel* will follow our example, no room will be left for disputation. What it printed election month is not wanted. The steady run is what interests the advertising public. The *News* is not now contending for exactly the comparative figures of nearly a year ago—does not believe it now prints three times as many copies as any other one daily in Indiana; but honestly thinks it exceeds the *bona fide* issue of any other three. If not, it wants to know it; and if its neighbors will make a frank and complete showing of steady averages, such as our neighborly relations invite, the *News* will be found prompt to recognize the facts, and no need of rushing off churlishly into PRINTERS' INK about it, albeit the *News* is cheerfully willing to be appealed to that tribunal. It is a publication after our own heart.

Respectfully,
W. J. RICHARDS,
Adv. Mgr the Indianapolis News.

THE FOOLISH MAN.

He failed, and no one was surprised,
Because he never advertised.

—Boston Courier.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,
EDITOR.

GEO. P. ROWELL & CO.,
PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenth of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Ten Cents.

ADVERTISING RATES:

25	Cents a Line.
25	Dollars a Page.
15	" " $\frac{1}{2}$ "
10	" " $\frac{3}{4}$ "

Office: No. 10 Spruce St., New York.

NEW YORK, JANUARY 15, 1889.

PREFERRED POSITIONS.

To the Editor of PRINTERS' INK:

It is an accepted fact that some of the larger Baking Powder companies pay to secure what is considered an unusually prominent position for their advertisements in the newspapers a considerable increase upon the rate demanded of and paid by other advertisers in the same newspapers who are contented with a position run of paper, or next reading matter, or even top of column next reading matter.

Is the position obtained by these Baking Powder companies worth the increased price paid for it, and could the same money which the advertisement thus costs be better expended in the same papers?

Proprietors of Baking Powders and other special preparations having a large sale are generally experienced advertisers and shrewd business men, and are therefore not apt to pay extra for special positions, unless it is to them "worth the increased price paid for it." Since the object of inserting an advertisement in a newspaper is that it may attract attention, anything that adds to the prominence of an advertisement increases its value and is therefore worth an additional amount to the advertiser. Whether this additional amount could be "better expended in the same papers" is a question of varying aspects, and one which the advertiser himself is best prepared to answer. It is probable that a position at head of column next to reading matter is always worth 25 per cent. more than the "run of the paper." Sometimes the advertiser pays twice

or three times the price of ordinary advertising and then it becomes a *question* whether he does wisely or not.

In preparing for an investment in general advertising, the advertiser may first fix upon the amount to be spent, and afterwards successively determine the contents and dimensions of the "ad.," and the mediums of publication; or he may first settle upon what he wishes to say and how he desires to display it, and then ascertain its cost; or he may first decide whom he wishes to reach and influence, and afterwards consider form and expense. An experiment or a venture in newspaper advertising always involves such questions as that of cost, that of form and dimension, and that of distribution; but there is no general rule as to the relative order in which these questions shall be considered and settled.

THE smallest, meanest-looking news-sheet that maintains a tiny and fluctuating circulation in some rural community has its advertising value, if only the proper things to advertise, the way to advertise them, and the price to be paid for advertising them can be ascertained.

LONG experience has shown that the best advantages derived by advertisers are from plain and undisguised advertisements in the newspapers giving the freshest news and greatest variety of sensible reading. Permanent circulation depends almost entirely on these points, and none are so quick to recognize it as advertisers.—*New York Star*, December 14, 1888.

ONE service to a customer that an advertising agency is capable of rendering, is the saving of him from over-advertising, in the attempt to make the right hit among so many mediums of apparently equal promise. The waste of advertising is a considerable item in the system, causing much useless expenditure of money, with resulting loss of confidence and curtailment of expenditure.

AUTOGRAPHIC ADVERTISING.

The accompanying advertisement is an offspring of the prolific brain of Colonel J. Army Knox, of *Texas Siftings*.

This advertisement possesses two commendable features. It is curious enough to attract attention, and brief enough to be read at a glance.

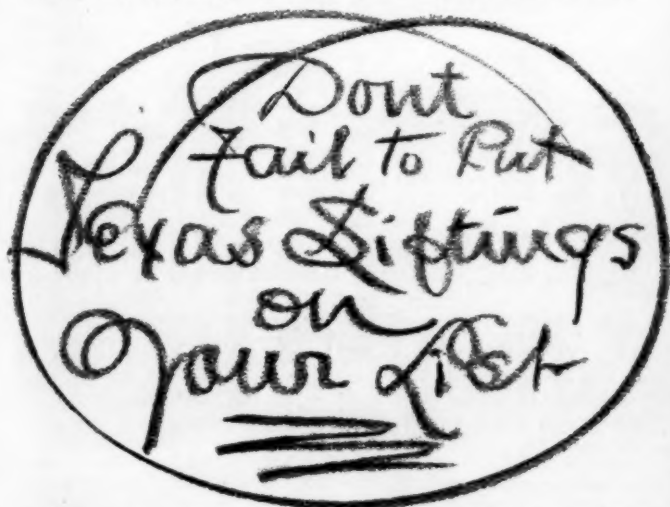
The question is, How was it produced?

Colonel Knox, who has recovered from the effects of participating in and

adds greatly to the unique appearance, of the advertisement.

Those who desire similar advertisements may easily obtain them by following the given directions, remembering to have the surface of the paper rough and the crayon soft.

Meyer Bros., 85 John street; Moss Engraving Co., 535 Pearl street; Electro-Light Engraving Co., 157 William street, and many other establishments in New York, and in other large cities, will furnish "process" engravings of a similar advertisement, the total cost of which should not exceed two dollars.



writing "A Devil of a Trip," explained to a representative of PRINTERS' INK the manner in which the advertisement in question was produced, which was as follows:

A bit of bristol board, having a slightly roughened surface, was the first requisite. Upon this surface, with a crayon pencil, the Colonel wrote the wording of the advertisement, encircling the whole with a desperate flourish.

This artistic production was next sent to a photo-engraving establishment, where a "process" engraving of it was made that faithfully reproduced the advertisement, even in so minute a detail as the stippled appearance of the lines, an effect, be it remembered, that

"BIG CIRCULATIONS IN ROUND NUMBERS."

To the Editor of PRINTERS' INK:

Apropos some recent discussions in your columns, Frank Hackstaff, the St. Louis Advertising Agent, "got off a good one," on a New York "Special Eastern Representative." They were trying to drive a bargain during the hot election times, and the special man was talking his big circulations in round numbers like astronomical calculations, when Frank said: "Oh, yes, I know all about that. Your papers remind me of the Democratic majorities in this State; they come down to the Harlem River unknown, and here they take on a hundred thousand!"

Buffalo, Jan. 5th. A. W. COURTHRY.

THE writers of this country annually wear out about one million gross of steel pens.—Geyer's Stationer.

THE SPRINGFIELD REPUBLICAN.

The *Springfield Republican*, of Massachusetts, has published an historical number. "It takes the occasion of the recent enlargement of its columns, and the entrance into a new and permanent home, to review the steps by which it has grown from small beginnings to a strength of equipment and breadth of purpose and achievement which entitles it to rank among the foremost newspapers of the United States."

The new building which is to be the

permanent home of the *Republican* needs no description. The accompanying illustration shows it to be an artistic and imposing structure, and, since the *Republican* is satisfied with its new home, it must in all respects be a model building.

The *Republican* itself is a model newspaper—independent in politics and all else, truthful and enterprising, possessed of a large circulation among a well-to-do and intelligent people, and with a fixed and moderate rate of advertising, it has won for itself a national reputation and a position in Geo. P. Rowell & Co's Preferred List.



SPRINGFIELD REPUBLICAN BUILDING.

JOHN F. PHILLIPS & CO.

The following circular is of interest to newspaper men:

JNO. F. PHILLIPS & CO.,
NEWSPAPER ADVERTISING, 29 PARK ROW,
NEW YORK, Dec. 31, 1888.

To the Publisher addressed:

For reasons which are well known to most publishers, and from the fact that we have been hard pressed for sundry loans, we are compelled to do one of two things, viz.: either to make an assignment or get an extension of time on our liabilities. To do the former would be ruinous, not only to you, but to us, so, by the advice of able legal counsel, we make the request that you allow your present claims against us to remain open until we can pay you in full.

By this we do not mean that you should wait until we can give you the full amount, but that we will pay you from time to time

what we can until the full amount of our indebtedness is cancelled. From present outlook we ought to be able to do this within one year from date; but, allowing for contingencies, two years will, beyond question, enable us to settle with you the last dollar thereof.

The business formerly conducted by us will be continued by "The J. F. Phillips Advertising Co.," a corporation organized under the laws of the State of New York, and through the kind assistance of J. P. Logan, a well-known merchant of this city, and Sydney Thompson, of the World M'fg Co., well known to most newspaper publishers as an extensive advertiser, who have kindly consented to aid in this emergency.

The capital of the company is \$15,000, and it will assume full responsibility for all business executed from January 1st, 1889, on present contracts of Jno. F. Phillips & Co. Bills against this new company will be paid in cash each thirty days.

For myself, as Jno. F. Phillips & Co., I do not seek or ask for anything beyond a reasonable time. My record and reputation for the

past fifteen years will be, I feel, a sufficient guarantee that every effort I am capable of will be devoted to the payment of every dollar I owe. I want nothing in the meantime but an actual living, and a very moderate one at that. As my ability to pay will depend largely upon the success of the new company the hearty co-operation of publishers is respectfully asked in its behalf.

During the last six months I have been laboring under a continuous strain to avoid the present exigency, and my entire time has been consumed in meeting maturing obligations, hence, I have had no chance whatever to look around for new business. This condition alone, has, no doubt, cost us at least \$10,000 of profit on good business.

May we have your kind co-operation? An early reply will oblige. Yours very truly,

JNO. F. PHILLIPS & CO.

NEWS AND NOTES.

The Specific Oxygen Co., of Nashville, Tenn., will advertise to some extent in the South and Southwest this winter.

The Hartford *Courant* has appointed as its general advertising agents in New York, Messrs. Bridgeman, Birmingham & Co., No. 2 Wall street, who represent also the Springfield *Republican*, Boston *Post* and Troy *Times*.

The *Mount Desert Herald*, of Bar Harbor, Me., lends additional interest to its advertising columns by printing between its advertisements short extracts relating to newspaper advertising.

J. R. Stebbins has retired from the firm of Stebbins & Co., publishers of the Little Falls, N. Y., *Journal and Courier*.

The Minneapolis *Journal* is out with new card rates for advertising. With the enlargement of the *Journal* to an eight-page paper, and the old price of ten cents per week, it makes it more popular than ever. Mr. Julian Swift, Jr., is increasing his advertising patronage as well as the popularity of his paper.—*Commercial Union*.

Mr. L. O. Johnson, of the well-known Advertising Agency, Messrs. C. Mitchell & Co., of 12 and 13 Red Lion Court, Fleet street, London, England, is spending a few weeks in this country, calling upon American advertisers and customers. Mr. Johnson is a wide-awake man, and knows all about English, French and Australian newspapers.

C. M. Stone has associated his son, Arthur F. Stone, with him in the publication of the St. Johnsbury (Vt.) *Caledonian*.

The Christmas number of the new publication, *Sun and Shade*, contains a number of fine illustrations in photo-gravure. *Sun and Shade* is published at 853 Broadway, New York, by the Photo-Gravure Co., and contains no reading matter excepting advertisements.

W. M. Patton's journal, *Paper and Press*, of Philadelphia, will commence its eighth volume with a special anniversary number, to be issued late in January. The publisher promises that "literary merit" and "artistic make-up" shall be among the attributes of this special number, and assures for it a circulation of 10,000 copies.

Mr. H. O'R. Tucker, for many years one of the publishers of the Troy (N. Y.) *Times*, and more recently of the firm of Tucker, Culder & Co., wholesale clothiers, Utica, N. Y., has purchased the Troy (N. Y.) *Press*, and assumed its management. His first move has been to exclude all cuts, double column advertisements and unusual display.

WANTED TO PURCHASE a well-paying Republican or Independent Weekly Newspaper. Address F. MASON, Hotel Richmond, Washington, D. C.

WANTED.—A BUSINESS PARTNER in the Job Printing, Newspaper Publishing and Stationery Business, to take a one-third interest. Profits from business, \$2,800 per annum. Must understand book-keeping and be fairly educated, but need not be a printer. A young man who desires a good chance has one here. No cash required if security is good. Reference, address M., care of G. P. ROWELL & CO., 10 Spruce St., New York.

SALESMAN WANTED to sell printing inks; must have a knowledge of the business and acquaintance with the trade; to a satisfactory man fair wages will be paid. Address, John A. Eagleson, 140 William st., New York.

A RARE BARGAIN.—A Democratic Daily Newspaper and Job Printing Establishment, in the capital city of one of the leading States of the Union, will be sold at a reasonable figure. One of the best equipped offices in the State. Enjoys the official printing of a Democratic city and county. Located in a thriving and prosperous manufacturing city. This is a rare opportunity for any one with the necessary capital to secure a valuable newspaper property. The daily is established on a profitable basis. Address "L. R.," care Geo. P. Rowell & Co., New York City.

FOR SALE—\$4,500.—The entire plant of a well-established Country Weekly; 20 years established; annual income, \$2,500; circulation, 800 copies; terms, half cash payment, half on easy terms. Address "M.," care of G. P. ROWELL & CO., 10 Spruce St., New York.

AN OFFICE to let in the Rowell Building, No. 10 Spruce St., up two flights from street. Size, 21x22. Good light. Rent, \$300 per year, including steam heat. Apply to **GEO. P. ROWELL & CO.**

A SUCCESSFUL PUBLISHER, who is a good writer and practical printer, wants to purchase the controlling interest in a paying newspaper plant; will invest from \$10,000 to \$20,000 cash. Address, with particulars, which will be treated as strictly confidential, "ENTERPRISE" care Geo. P. Rowell & Co., 10 Spruce Street, York.

**A GOOD ILLUSTRATION EXPLAINS MORE,
THAN A LONG EXPLANATION."**

Do you want an illustration of the goods you manufacture or sell? We make all classes of cuts for manufactured articles, trade marks, buildings, portraits, advertising, etc. To be short, we can make you a cut of anything you will send us, or send photograph, sketch or copy. Our prices are very low and our facilities are the best. Write and tell us what you want and we will send estimate. **H. SENIOR & CO.,** Wood Engravers, 10 Spruce St., New York.

WITH A DICK MAILER, each of six Chicagoans, in from 8 to 10 hours, stamps on 20,000 "Weekly Inter-Oceans," one by one, in P. O. lots, its owner's name and account; holding each lot, till he wraps, cards if big, and P. O. labels it; fully addressing each pre-wrapped single, as its label comes under the stamp. This is a *one man feat*, otherwise impossible. No agents. **ROBERT DICK,** Buffalo, N. Y.

AS AN ADVERTISING MEDIUM, THE

Springfield (MASS.)

Republican,

Established in 1824, by Samuel Bowles, is unrivalled in its field. It is the leading newspaper of New England, and the most widely known provincial journal in America. Its circulation is by far the largest of any daily in New England out of Boston, with one possible exception. It is read by all classes throughout Western Massachusetts, and possesses an influential clientele in Connecticut, Vermont and New Hampshire.

THE REPUBLICAN is a handsome quarto sheet, printed on one of Hoe's Improved Perfecting Presses. No cuts or electrotypes are allowed to disfigure its pages, and all advertisements are tastefully set up and intelligently classified.

Ordinary advertising 5 cents a line of seven words, each insertion in DAILY or SUNDAY; 10 cents in WEEKLY; Displayed, 10 cents a line, in DAILY or SUNDAY; 20 cents in WEEKLY.

Reduction for one month or longer. Send for full rate card and specimen copy.

NEW YORK OFFICE:

BROADWAY & WALL STREET.

BRIDGMAN, BIRMINGHAM & CO.,
GENERAL AGENTS.

SPRINGFIELD GAZETTE—
DAILY and WEEKLY.—Oldest existing paper in Springfield, Ohio. Under one management since the first issue. THE GAZETTE is the people's paper, and is always popular with the masses. As an advertising medium, THE GAZETTE HAS QUALITY AS WELL AS QUANTITY.

T. E. HARWOOD, Publisher.

The Boston Post

Reaches the most select constituency in New England, and is therefore an exceptionally valuable advertising medium. Rates will be furnished by Messrs. Geo. P. Rowell & Co., or by Bridgman, Birmingham & Co., General New York Agents, B'dway and Wall st.

THE

BURLINGTON==

==**FREE PRESS,**

BURLINGTON, VT.

THE BURLINGTON FREE PRESS printed and circulated more papers in 1888 than any other Vermont newspaper.

The FREE PRESS has a wider reading than any other Vermont newspaper, and it is one of the most famous provincial journals in America.

THE BURLINGTON FREE PRESS is the most able and progressive newspaper published in any small city in America. It received the compliment of being included among the New York Sun's series of "One Hundred Great Newspapers."

In enterprise, ability and circulation it stands without a peer in Vermont, or in any city of the same size as Burlington, in America. It claims, therefore, to give special value to advertisers, both in its circulation and influence in proportion to its circulation.

Experienced advertisers know the value of these qualities, and, in making contracts, they do not fail to take them into consideration.

The actual circulation of the Daily FREE PRESS is above 3,000 copies daily and the Weekly FREE PRESS nearly 5,000 copies weekly.

The FREE PRESS asks a reasonable price for advertising, and charges the same rates to everybody. When you ask for quotations, you know that you are quoted no less nor no more than anybody else.

Advertising rates forwarded cheerfully upon application. Address

THE FREE PRESS ASSOCIATION,
Burlington, Vermont.

TO ADVERTISERS.

We claim to be prepared to insert advertisements in any one, any part of, or all American publications at as low figures, and on as reasonable terms as any responsible agency in existence.

LOCATION.—Our location in a village of 2,500 population, is one which on account of moderate expenses, comparing with agencies in the cities, works directly in the interest of our customers. The C. B. THURBER COMPANY, Advertising Agency, Main St., Bay Shore, N. Y.

THE NEW YORK PRESS: Daily, Weekly and Sunday: The PRESS was first published December 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,044. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the New York PRESS.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

A LIST OF 1,000 NEWSPAPERS Divided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

FOR A CHECK FOR \$30 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Advertisement and check, or send 30 cents for Book of 256 pages.

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

AGENTS WANTED to Canvass for Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

New England Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for \$180 we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Southern Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

Western Newspapers.

For a check for \$275 we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

Canada Newspapers.

For a check for \$50 we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

ADVERTISING CUSTOMERS of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

THE PRINTERS' VADE MECUM.—How to stereotype from a printed page without the use of type; to make three different Pad Compositions; six different Roller Compositions. Hints on mixing Colors and Tints. Pointers to unique effects, in Gold Leaf, Embossing, Transferring, Crazy and Patent Leather Block Printing. How to make five colors at two impressions, two at once, &c. The greatest value for the least money. Address CHAS. J. HYNES, Warrensburg, Mo.

WE HAVE JUST ISSUED A NEW edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

SELECT LIST OF LOCAL NEWSPAPERS, in which advertisements are inserted at half price.

5,472 VILLAGE NEWSPAPERS, in which advertisements are inserted for \$42.15 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents.**

Address **GEO. P. ROWELL & Co., New York.**



FOR THOSE ADVERTISERS WHO have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, **GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.**

GEO. P. ROWELL & CO'S BEST LIST of Local Newspapers.—Every paper named on this list is selected because either its daily or weekly edition is the best or most widely circulated or most influential, published at an important county seat, or in a place having more than 5,000 population.

The newspaper in each place that gives the advertiser the most for his money. The List covers every State, Territory, District and Province of the United States and Canada, and represents **EVERY county seat having a population greater than 3,000, and EVERY PLACE having a population greater than 5,000, one paper in a place, Daily or Weekly, or Daily and Weekly**, where there is a paper having a circulation exceeding one thousand copies weekly, as rated in the American Newspaper Directory for 1888; and with the exception of such suburban towns as are better covered by the papers named in the neighboring city. Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1888. Twentieth Annual Volume: 1456 pages. This work is the source of information on statistics of newspapers in the United States and Canada. Advertisers, advertising agents, editors, politicians, the department of the government, rely upon its statement as recognized authority. It gives a brief description of each place in which newspapers are published, stating name of County, population of place, etc. It gives the names of all the newspapers, politics, religion, class or characteristic, days of issue, editors and publishers' name, size of paper, subscription price, date of establishment and the circulation. It gives the names of all papers: in which County. Price \$5. Sent to any address by

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

SEND THE CASH AND SAY what is wanted.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

A LOW RATE AND EASY TERMS OF PAYMENT!—We will insert an advertisement occupying a full inch of space, 14 agate lines, one week, in six thousand, **ACTUALLY SIX THOUSAND Country Weeklies, for \$500.** From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrolyte required.) Try the experiment. Address **GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.**

A WRITER OF ADVERTISING MATTER.
Address **W. R. BARBER,**
New York Post Office.

TYPE-WRITER CIRCULARS.—We manufacture an **Ink** for this special purpose: purple, blue, or any specified shade. In cans from one pound upwards; Price \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

THE MOLINE EVENING DISPATCH is the **Best Circulated** daily in Northwestern Illinois. Moline is the manufacturing centre of the Northwest. As an advertising medium the DISPATCH has **quality as well as quantity.**
McGLYNN & GROOM, Publishers.

*"—Latest Edition—
ADVERTISERS'
—IN ITS GAZETTE.
—200 pages, CONTAINS —
VALUABLE Information
suggestions
Lists, Prices, Etc.,
For American Advertisers
By Mail to any —
—address upon receipt
— of ONE DIME.
Write to —
R. L. WATKINS, NEWSPAPER ADVERTISING
BUREAU, PROSPECT, OHIO.*



**A PICTURE-PERIODICAL, WITHOUT LETTER-PRESS.
PUBLISHED MONTHLY.**

Each issue of SUN AND SHADE consists of Eight to Twelve Plates on Paper, 11x14 inches.

SUBSCRIPTION, - - - \$3.00

FROM NO. 1 TO 12.

Single or Sample Copies, 30 Cents.

Charming reproductions, in most delicate colors, of several noted pictures.—*World, New York.*

A gallery of timely art.—*Journal, Boston.*

The first number is a sumptuous affair in

its mechanical and artistic features.—*Daily Graphic, New York.*

* * * Show a remarkable advance, and demonstrate that America is well able to hold its own against even such artists as Goupil and Braun.—*Ledger, Philadelphia.*

**THE PHOTO-GRAVURE COMPANY,
Third Ave. & 10th St., Brooklyn,
853 Broadway, (Union Sq.), New York.**

B A R G A I N S.

Every human being wants a bargain. Wants to buy something that is cheap because it is cheap and not because it is exactly what he wants.

We here offer bargains in advertising.

The following proposals are all bargains.

One advertiser writes to ask: "In how *many* newspapers can you insert my advertisement for a named sum." Another asks: "How much *circulation* can you give my advertisement for such and such a sum of money."

Here are found special offers to insert 10 lines in a *Million Issues* for \$20, or in a thousand different papers for \$45.

It sometimes happens that when an order is received (possibly from 3,000 miles away) it is apparent at a glance that neither offer gives the Advertiser exactly what he ought to have. Possibly the insertion of this particular advertisement in two or three good Class papers at half the cost would do more service; but the Advertiser has given his order and we have no option but to carry out his instructions. Had he asked for the best service possible to secure, we should then have been at liberty to give him that which actually would be the best.

All of the special offers which are here set forth are, however, really cheap and good. No one of them is likely to fail to bring good results to an Advertiser who has something to sell which people want. For further information address GEO. P. ROWELL & CO'S Newspaper Advertising Bureau, 10 Spruce St., New York.

FOR A CHECK FOR \$50 we will insert a ten-line Advertisement once in all of the five Weekly Story Papers here named:

FAMILY STORY PAPER.
FIRESIDE COMPANION.
NEW YORK WEEKLY.
SATURDAY NIGHT.
TEXAS SIFTINGS.

A weekly sale of over seven hundred thousand copies is claimed for these publications. Ten lines will accommodate about 75 words. 700,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$60 we will insert a ten-line Advertisement once in all the five Literary Publications here named:

CENTURY MAGAZINE.
SCRIBNER'S MAGAZINE.
HARPER'S MAGAZINE.
HARPER'S WEEKLY.
HARPER'S BAZAR.

It is believed that more than six hundred thousand copies are sold of every issue of the above-named periodicals. Ten lines will accommodate about 75 words. 600,000 copies for \$60. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$45 we will insert ten lines in ONE THOUSAND AMERICAN NEWSPAPERS of our own selection, and send it out the very day it comes to hand. The advertisement will appear in the next issue printed and published of a full thousand distinctly separate Newspapers; files of all of which may be examined by the Advertiser if he so desires. Ten lines will accommodate about 75 words. 1,000 weekly Newspapers for \$45. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$45 we will insert ten lines once in all the five Agricultural Publications here named:

FARM AND FIRESIDE.
AMERICAN RURAL HOME.
FARM AND HOME.
FARM JOURNAL.
HOME AND FARM.

A regular issue of more than seven hundred thousand copies is claimed for these Farm Newspapers. Ten lines will accommodate about 75 words. 700,000 copies for \$45. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$50 we will insert a ten-line Advertisement once in all the five Children's Periodicals here named:

YOUTH'S COMPANION.
ST. NICHOLAS.
GOLDEN DAYS.
HARPER'S YOUNG PEOPLE.
GOLDEN ARGOSY.

It is believed that each issue of the five above-named Periodicals finds admission into more than half a million different families in which there are children. Ten lines will accommodate about 75 words. 500,000 copies for \$50. Send check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$30 we will insert a ten-line Advertisement one week, in all the five Home and Family Weeklies here named:

NEW YORK TRIBUNE.
CHICAGO INTER-OCEAN.
TOLEDO BLADE.
MONTREAL FAMILY HERALD AND STAR.
WASHINGTON NATIONAL TRIBUNE.

They are the People's Newspapers. No one of them is believed to issue so small a number as seventy-five thousand copies weekly, and two of them issue considerably more than one hundred thousand. Ten lines will accommodate about 75 words. 500,000 copies for \$30. Send Check and copy of advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$25 we will insert ten lines one week in all the five Religious Newspapers here named:

SUNDAY-SCHOOL TIMES.
WEEKLY WITNESS.
N. Y. CHRISTIAN ADVOCATE.
NEW YORK OBSERVER.
NEW YORK INDEPENDENT.

A regular issue of more than a quarter of a million of copies is claimed for these Religious Weeklies. Ten lines will accommodate about 75 words. 250,000 copies for \$25. Send check and copy of Advertisement to be used to GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR A CHECK FOR \$20 we will print a ten-line Advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of advertisement and check, or send 30 cents for Book of 256 pages. GEO. P. ROWELL & CO., 10 Spruce St., New York.

Not long ago the last named offer was inserted in the *Meadville, Pa., Gazette*, and in the same issue appeared the following editorial, in largest type and most prominent position.

"We publish to-day the advertisement of Geo. P. Rowell & Co., advertising agents, in which they offer to place advertisements in respectable newspapers at a rate which averages one-fifth of a cent per line per 1,000 circulation for one insertion. Let us figure this out for the *Meadville* papers, on the basis of the circulation given them in Rowell's Directory. The *Tribune*, with its 4,000 circulation, would be entitled to four-fifths of a cent. The *Journal's* 2,000 circulation would be entitled to two-fifths. The *Messenger's* 1,500 would entitle it to three-tenths of a cent. The *Freie Presse*, with its 500, would get one-tenth of a cent, a sum too small to insult an organ grinder's monkey with. The consolidated sums to be paid to all these newspapers for this insertion of one line would be one cent and three-fifths, or ten lines in four newspapers for 16 cents. When this is further reduced by the 25 per cent. commission of Rowell & Co., the *Meadville* papers would garner in the magnificent sum of twelve cents to be divided among them. We undertake to say that there is not a newspaper of any description published in America, in which Rowell & Co. can put an advertisement at that rate, or for five times that rate. Advertisers can draw their own conclusions."

This editorial has since been printed elsewhere with the caption: "Where is the Catch?" There is not in fact any catch about it: the offer is made in good faith and means exactly what it says.

ADDRESS ALL ORDERS TO

GEO. P. ROWELL & CO'S
Newspaper Advertising Bureau,
10 Spruce St., New York.

1889.

1889.

Three Million Six Hundred and Fifty Thousand Circulation!

SOMETHING SUBSTANTIAL!

3,650,000 Copies for \$13.00!

Per Agate Line, or \$182.00 per Inch for 13 Weeks.

The American Rural Home,

OF ROCHESTER, N. Y., AND CHICAGO, ILL.

A. FRANK RICHARDSON, - - Manager,

Will circulate during the following thirteen weeks—each edition—as follows :

JANUARY 5th, 1889, - 300,000	FEBRUARY 23d, 1889, 300,000
JANUARY 12th, - - 300,000	MARCH 2d, - - - 250,000
JANUARY 19th, - - 300,000	MARCH 9th, - - - 250,000
JANUARY 26th, - - 300,000	MARCH 16th, - - - 250,000
FEBRUARY 2d, - - - 300,000	MARCH 23d, - - - 250,000
FEBRUARY 9th, - - - 300,000	MARCH 30th, - - - 250,000
FEBRUARY 16th, - - 300,000	
TOTAL, - - - - - 3,650,000	

These immense weekly editions include the regular paid subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different each week, no duplicates, in the Eastern, Middle, Western, Northwestern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

Conceded by numerous patrons the best paying advertising medium in the United States. Papers of largest bona fide known circulation always bring the best returns for the money invested. AMERICAN RURAL HOME readers are buyers, and have means for gratifying any moderate want.

Advertising Rates : **DISPLAY, \$1.00 per Agate line each insertion.**
READING NOTICE, \$1.50

**The American Rural Home is Represented by
all Responsible Advertising Agents.**

For discounts, which are liberal, address

**GEO. P. ROWELL & CO., Advertising Bureau,
10 Spruce Street, N. Y.**

ALWAYS IN THE LEAD!

The Best Local Reports;
The Best Special Writers;
The Best Telegraph Service;
The Best Political News;
The Best Editorial Reviews;
The Best in Everything.

THE CALL continues as in the past at the head of all San Francisco newspapers.

THE**SAN****FRANCISCO****CIRCULATION.**Daily.....**44,384**Sunday.....**48,280**Weekly.....**21,500****MORNING CALL****A RECORD OF ADVERTISING.****SUNDAYS—May, June and July, 1888.**

The contrast in this is made still greater by the fact that the CALL is-

	TOTAL PAGES.		
	Dry Goods.	General Display.	Eastern Business.
MORNING CALL	23½	44½	6¾
CHRONICLE.....	8¾	37¾	5¼
EXAMINER.....	5½	32	2½

sues but 12 pages on Sundays, while the others issue 16 pages each.

The fact that the CALL carries nearly 3 times as much *Dry Goods* Advertising as any other San Francisco paper shows that the *Local Merchants* who best know the value of the different papers regard the CALL as the best advertising medium. It also leads all others in General Advertising. An examination of the papers will readily verify this statement. No circulation talk in this; but open—on the surface—truths.

The CALL is the leading newspaper of San Francisco.

We append a few of the many letters in our possession from the leading firms of San Francisco. They speak for themselves:

J. J. O'BRIEN & CO.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser in the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered it the best medium used by us for advertising purposes. Result and observation satisfy us that it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast. This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time we are using its columns to the extent of \$30,000 per year.

J. J. O'BRIEN & Co.

M. J. FLAVIN & CO.,

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, if not the best. The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days in seventeen years. M. J. FLAVIN & Co.

KEANE BROS.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and principally in the homes of all classes, commends it to all judicious advertisers.

KEANE BROS.

CITY OF PARIS

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the homes of all classes in the community. We value it as one of, if not the very, best advertising mediums in California.

G. VERDIER & Co.

If you want to reach the homes of the people of California, you cannot afford to do without THE CALL.

NEW YORK OFFICE:**90 POTTER BUILDING.****F. K. MISCH,**

EASTERN MANAGER.

Miscellanies.

Office Boy to Editor—There's a mad old gent outside, sir, wat wants to see you.

Editor—Did he say what he wanted?

Office Boy—Yes, sir; he said that you printed a poem that his son writ, an' he says he'll have satisfaction or go to a hospital."—*Ex*

Even an editor can now go from Chicago to Indianapolis for a dollar. But where to get the dollar is what gets us.—*Chicago Telegram*.

Editor's Child—What's the matter with papa, to-day? He's in an awful bad humor."

Editor's Wife—Yes, my dear. The regular funny man of the paper is sick, and your father is trying to keep the department going."—*N. Y. Weekly*.

Chicagoan (to friend just arrived from Wyoming)—Well, Jones, how are things out in Shantyville?"

Jones—"Booming! We've got six inhabitants, now, and only two of them children. Don't you want to come out there and start a newspaper? There's a fine opening for a newspaper man."—*Burlington Free Press*.

The eyes are permanently injured by reading on an empty stomach. This is believed to be the principal reason why poets and editors wear glasses.—*Time*.

St. Peter (to applicant)—You say you were an editorial writer on a newspaper?"

"Yes, sir."

"Step into the elevator, please."

"How soon does it go up?"

"It doesn't go up, it goes down."—*Judge*.

[*Eastern Argus*.]

The Largest Circulation of any Daily in Maine.

[*Lewiston Journal*.]

Largest Circulation in Maine of any Newspaper.

[*Portland Express*.]

Largest Circulated Daily Paper published in the State.

[*Portland Press*.]

And Ananias fell down, and gave up the ghost. And the young men arose, wound him up, and carried him out and buried him.—*Acts* v., 5, 6.—*Ex*.

"Here is a contributor who has slightly gummed the sheets of his article to see if we really read it," said the reader.

"Well, just put enough gum so he can never see the sheets again," returned the editor, "and send it back respectfully declined."—*N. Y. Sun*.

"Well, how did you make out with those articles you were writing?" asked Snippet of Pennibs.

"Very badly! Very badly! Could not sell one of them. Tried every magazine in the country."

"That's bad! What are you doing, now?"

"Oh, I'm editing a paper of my own now, which makes a specialty of giving advice to writers for the press."—*Time*.

"If you print this poem," said a contributor to an editor, "I want you to save me twenty copies of the paper. How much will they cost?"

"Two dollars apiece."

"What! when I have a poem in the issue?"

"Yes, that's why I will charge you so much. Literary matter is appreciated by us, you see."

"But I won't charge you for the poem."

"That's your lookout."

"Well, I'll take it somewhere else."

"Please don't."

"But I will," and when the poet was gone the editor grinned.—*Arkansas Traveller*.

"You have been a very faithful employee," said the editor and proprietor of the *Wayback Herald* to his assistant; "and now I purpose rewarding your fidelity by giving you a share in the business—by admitting you to partnership."

"Oh, don't, I beg of you!" replied the assistant, in dismay. "Remember that I have a family to support! Reduce my salary to seven dollars a week, if necessary, but don't make me a partner. You won't do it, will you?"—*Time*.

A Hebrew scholar, last week, in Boston, picked up a copy of one of Howells's novels. He began at the back end, recognized the style, and became so interested that he forgot to breathe, and died.—*Life*.